

INTERNET TALK RADIO

"Town Crier to the Global Village"

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Mr. Clayton Boyce, President
The National Press Club
529 14th Street, N.W.
Washington, D.C. 20045

Dear Mr. Boyce:

It was a pleasure talking to you yesterday. As we discussed, I'd like to inquire about the possibility of taping and broadcasting luncheons and other speeches which take place at the National Press Club. Broadcast of these programs would use computer networks instead of radio waves to move audio files around the world.

My background is as an engineer, helping to build large computer networks. Over the last few years, I've supplemented my R&D work with writing a half-dozen books and contributions to various trade publications. I've found myself spending more and more time writing about technology to the point where, to my great surprise (and delight), I was eligible for membership in the National Press Club.


The area I do my research in and write about is the global mesh of computer networks known as the Internet. The Internet reaches over 14 million people in 106 countries, and is growing at the rate of 15-20 percent per month. The Internet started as an experiment for computer science researchers, but now reaches large communities in fields such as physics, space sciences, the social sciences, and engineering. There are large populations of users from the computer and communications industries and an increasingly large cross section from the general public, including primary school students and private citizens. Recently, the White House established a connection to the Internet.

Internet Talk Radio uses this network to move files contain sound. The service basically merges computer networks and multimedia. This activity is still a bit leading-edge, and I'm fortunate to be able to draw on the work being done by leading research institutions such as Xerox PARC, University College London, and the Lawrence Berkeley Laboratory.

My service consists of taping interviews, speeches, and other information. The raw tapes are brought back to my studio where announcers, music, and other information is added. The data is then spooled onto my computer network and moved over the Internet to national computer networks in several dozen countries. There, local network managers copy the data onto a central computer and make it available to their users.

People "play" my programs using any workstation or PC that is equipped with sound capability. Any computer with a CD-ROM drive would work. All Macintosh and NeXT computers, as well as almost all high-end workstations and most powerful IBM PCs can handle sound files.

My current programming is aimed at the technical community. Through support from the advanced engineering group at Sun Microsystems and a grant from O'Reilly & Associates, a pub-



lisher of technical reference works, I am beginning to provide programming aimed at computer and communications professionals.

My request to the National Press Club is an attempt to provide general-interest programming to the Internet community. Permission to broadcast National Press Club functions would be a valuable addition to the Internet and would allow the Club to reach new audiences in many countries.

I understand that the Club derives some revenue from the sale of audio cassettes and transcripts. I do not believe that our activities on the Internet would hurt your sales as we will be reaching very different audiences. A two-hour program on the Internet is a 60 Mbyte file, large enough that I doubt we will deter people from ordering tapes.

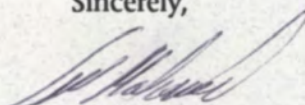
We will not derive direct revenue from the programs. The policy of Internet Talk Radio is to allow unlimited copies of any of our files on the Internet. We derive our revenue from support from sponsors, much like National Public Radio does. While we credit our sponsors at the end of programs, the credit is short and tasteful and does not interrupt the programming.

As a new member, I would like to try and give something back to the Club. Internet Talk Radio would be happy to organize a series of seminars for Club members explaining what the Internet is and how it is used. We would invite prominent leaders of the Internet community to come to the Club and present a picture of what this new global village is and how it works.

I appreciate your consideration of my request. I've enclosed one of my recent books, a "technical travelogue" that explains the scope and diversity of the Internet. While the book is aimed at the computer professional and is thus fairly acronym-rich, there are portions of the manuscript which are in English.

I would be happy to chat with you or other members of the Board of Governors should there be any questions.

Sincerely,



Carl Malamud

enc.
cc: file

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Mr. Clayton Boyce
The National Press Club